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U. S. Department of Agriculture

PRICE LIST

SEPTEMBER, 1949



RUSSWARD
Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

Memorandum About Scarce Varieties—Many people have asked about the following varieties. The African Violet picture is constantly changing, and what we may believe to be true today may be hopelessly mis-information tomorrow. (I might add here that it is frequently our customers who bring us up to date on these matters.) To the best of our knowledge, however, there is no DOUBLE WHITE. DOUBLE PINK is being perfected by one of the larger growers and may be on the market by next fall. RAGGED ANN is under propagation and may be offered this spring. Have just located some BLUE CHARD leaves but will be a year at least before we can offer them for sale. Have heard authentic rumors that a WHITE GIRL exists, but have been unable to locate it as yet.

NEW VARIETIES

LADY GENEVA (Patented)

We are proud to be among the first to offer this brand-new sensation from the West Coast. The deep blue flower of this lovely plant is edged with white. The foliage is a lovely olive green, tapered. In bloom.

\$3.00

***Blue Butterfly**—Gorgeous big plants of this light blue favorite. Flower petals slender, giving star effect. Pointed medium green leaves..... \$2.00

Blue Velvet—This plant makes rather nondescript advertising copy but always makes a hit with visitors. Leaves nearly round, dark, heavily quilted, rose-tinted reverse. Flower fine medium blue \$2.00

***Blue Eyes**—A most satisfactory light blue. Light green leaves turn quite dark and slick with age of plant. Excellent shipper hence a favorite with us. \$1.75

Brown's Dot—Have a few good husky plants of this left. Named for small white marking at base of ovate, pale green leaf. Dot characteristic intensifies with age of plant. Unusual fine quilting pattern makes this variety well worth while. Rich, bright blue flower \$2.00

***Double Orchid**—Well, not quite so new anymore, but still a must if you go for doubles. Lovely red-lavender double flower against medium green tapered dentate foliage \$2.25

Jade—Price reduced on this batch of smaller plants (about 3½" tall). Excellent opportunity to pick up this fine variety at lower price \$1.50

NEWS LETTER

SEPTEMBER, 1949



RUSSWARD
Saintpaulia Growers

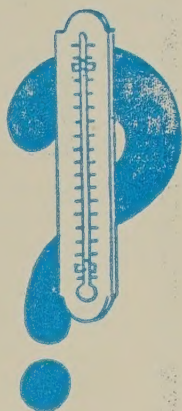
629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

September, 1949

Hello there!!

The calendar says it's fall, but the thermometer makes one wander. There will be more and more cool evenings from now on, however, to at least partly relieve the daytime heat. Before you go to bed at night, be sure to put down the windows in front of the violet collection. Wide variations in temperature will do terrible things to your flowers, such as streaking, mal-formation, and blasting of buds. We had a cool spell here the last of July that fixed us up good. Daytime heat in the greenhouse frequently reaches 100, and a cool night or two in the low 70's gave us a funny-looking crop of plants there for awhile.



SO YOU'RE JUST STARTING A COLLECTION? Many, many would-be customers hope-



lessly lost in the maze of Violet lists, ask "What are the best varieties for a small collector to buy?" At the suggestion of one such collector, will submit a list of ten plants which, because of blooming characteristics, color, and leaf type, are recommended as requisite varieties from which to build.

(1) Blue Boy. Now you "big" collectors just hush. Yes, I guess, you could say that Blue Boy is rather old hat. You can't brag about how rare it is,—everyone who's ever seen an African Violet has, more than likely, seen Blue Boy. But when the fancy varieties are sitting in the window like bumps on a log with nary a flower to be seen, Blue Boy is faithfully putting up bud after bud. As long as there are African Violets, Blue Boy will be a favorite.

(2) Blue Girl. If your pocket-book will permit, Old Lace may be substituted for this. Blue Girl is included, of course, because of it's lovely leaf pattern, which is intensified in Lace. Both

plants bloom well, too. Later on the collector might wish to specialize in the Girl varieties, which are to be had in orchid (red), pink, and perhaps before too long, white. The graceful scalloping ranges from the deeply cut Old Lace to the shallow crimping of Blue Girl Amazon.

(3) Pink Beauty. Need we say more?

(4) White Lady. Ditto.

(5) West Coast Amethyst (Jessie). This (a remarkably good bloomer) and the next two represent the three available orchid shades, light, medium and dark. DuPont Lavender Pink may be substituted for Lavender Lady although its scarcity of blooms would tend to disqualify it on a beginners list.

(6) Lavender Lady.

(7) Red Head.

(8) Blue Eyes. Fine light blue representative.

(9) Double Duchess. Since I am partial to the double myself it is always a source of amazement that there are people who don't care for them. Since likes and dislikes seem to run in a strong vein about this variety, will recommend that it be seen before it is bought.

(10) Would reserve this last spot for a good "foliage" plant, but whether to choose Van Deitrich, Ruffles, Kewensis, or Brown's Dot is a problem indeed. None of the above mentioned look remotely alike, with the exception of the first two which have leaves of the same shape, though color of foliage and blossom is quite different. The collector might prefer to try his luck with an Amazon or a DuPont. I have not suggested heavier strains because of their slow growth and comparative reluctance to bloom. Many seasoned violet lovers will sizzle with indignation at this slight, however, and in all fairness, it should be added that the DuPont and Amazon blooms, when they do come, are well worth waiting for. Stay on longer, too.

Will leave the tenth to the taste of the collector, then. In the first nine, he has every available color: dark blue, light blue, white, pink, and three shades of orchid. He has a double. He has

the Girl foliage plus the foliage plant of his own choosing in No. 10.

THE FLOURISHED AND CURLICUED SIGNATURE, long on artistry but short on legibility, is a part of the individualistic American Tradition of which we heartily approve. Even on your orders. What we want to know, without any fuss and foolishness, is where you live. We can always check your home town by your bank, if you send a check, or by a money-order, or by the postmark on the envelope. But if you live in a large city and we can't make out the street or number, we have to guess. With something as perishable as violets, this is particularly hazardous since a wrong street number slows down delivery by as much as three or four days.

Last spring we found ourselves in an unpleasant pickle when a gentleman sent an order enclosing cash. We couldn't make out anything but his name, and the postmark was hopelessly blurred. He hadn't ordered before so we had no record of him in our files. We could do nothing but wait for him to write again, wanting to know where in thunder his plants were. Things like that make for bad feeling, you know.

THE INCOMING MAIL is a lamb in wolf's clothing. We look at that stack on the desk and suddenly have an urge to go fishing. But when we get into the stack, there are so many friendly cards and letters, often containing problems of absorbing interest, and, like as not, a fair share of chuckles, (not to mention a goodly amount of lettuce) that the afternoon is spent much more happily than it would have been by pulling in Black River cat fish.

Speaking of chuckles, we blushed gently for the lady who misplaced her comma and wrote, "I am an African Violet, lover and would like to receive your newsletter and price list". A customer from Nashville, a propos of last month's parenthetical remarks about manure tea, wrote that she was fresh out of manure tea balls and wondered if we could supply them, or should she contact Arthur Godfrey?

Yours,

"Russ"

THE AMAZONS

* Amazon Pink	\$1.75
Amazon Blue	\$1.75
Amazon Blue Girl	\$2.00
Amazon White	\$2.25
Amazon Blush	\$2.25
* Amazon Red	\$2.25
* Amazon Double Blue	\$2.25

THE DUPONT SERIES

DuPont Blue No. 1 (darkest blue)	\$2.50
DuPont Blue No. 5 (lightest blue)	\$2.50
DuPont Silver Pink	\$2.50

the Three for \$6.50

STANDARD VARIETIES

For detailed description of the following,
see previous price lists.

\$1.25 ea.

* Blue Bird	* Pink Beauty (Pat'd)
* Blue Boy	* Blue Girl (Pat'd)
* Blue Maid	* Sapphire
White Lady (Pat'd)	

\$1.50 ea.

Amethyst (blue)	* Lavender Lady
* Heavenly Blue	* Myrtle
Ionantha	* Norseman
* Orchid Beauty	

\$1.75 ea.

* Mentor Boy	* Red Girl
* Red Head	* Bi-Color
* Neptune	Frieda
* Azure Glory	Mrs. Boles
* Double Duchess	* Redland
* DuPont Lavender Pink	

*In bloom.

Misc. Information: All plants shipped in 2½ inch pots in which they are grown. Cultural instructions included with every order. List price includes packing and mailing cost. All orders guaranteed to arrive in good shape. The only wrongs we don't correct are the ones we don't know about. In writing about plant damage, please give as full details as possible, as this helps us to correct packing mistakes.



WIK-FED POTS

A real labor-saver for African Violet collectors, these pots eliminate the need for daily watering. The water reservoir can be filled once or twice a week, and moisture is drawn up into the roots by means of the wick. Fertilizers may be added to the water in the reservoir.

CAUTION:—If the wick supplies too much water to the plant, some of the fibers may be removed from the center of the wick.

IVORY PLASTIC POT, BLACK BASE. POSTPAID.

Each \$1.15 ——— 3 For \$3.00 ——— 6 For \$5.50

SAINTPAULIA GROWERS

629 WEST MATTHEWS AVE.

JONESBORO, ARKANSAS

Sustaining Member African Violet Society of America, Inc.



Ship To _____ Date _____

Street or R.F.D. _____

Town and State _____

Amount Enclosed \$_____

If this order is being sent as a gift, please write your own name and address below, as we would like to notify you of shipment. Gift wrapping on request.

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